

"The Citadel" Goes Second Week, Loew's, Toronto

CANADIAN MOVING PICTURE DIGEST

RAY LEWIS
Editor and Publisher

Vol. 30, No. 32

TORONTO 2, CANADA

November 26th, 1938

Capitol
BROADWAY and 41st Street
3rd BIG WEEK!

"A Truly Great Picture!"
THE CITADEL

Crowds! Critics! Everybody says:

Frank Nugent, *New York Times*
"One of the great events of the season"

Eileen Greelman, *New York Sun*
"Top-notch entertainment. Rosalind Russell's best job"

Kate Cameron, *Daily News*
"Superb film, even more dramatic than the book"

William Boehnel, *World-Telegram*
"Perfect in every department of production"

Archer Winsten, *Post*
"The best English-speaking film of 1938"

Maud Johnson, *Daily Mirror*
"Robert Donat's performance is one of the year's ten best"

Howard Barnes, *Herald Tribune*
"Powerful and moving film"

Walter Winchell, *Daily Mirror*
"A pictorial masterpiece"

A METRO-GOLDWYN-MAYER PICTURE
ROBERT DONAT • ROSALIND RUSSELL
with RALPH RICHARDSON • REX HARRISON
EMILYN WILLIAMS • A KINO VIDEO PRODUCTION
Based on the novel "The Citadel" by A. J. Cronin. Screenplay by Sam Lovell and Philip Baran. Music by Max Steiner. Produced by Victor Saville.

ALSO: "THE WORLD IS OURS" at Loew's Theatre in the Metro's new World Theatre. Also "HOT ON TOP" by PETE SMITH. Sponsored by

And now another M-G-M triumph leaps into nationwide fame. It is doing the best business in 2 years at the Capitol, N.Y.



(See Inside Cover)



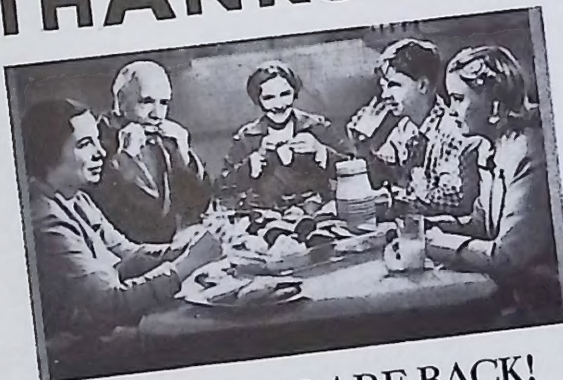
"Um-m-m
it's vitamin 'A'
for the
box-office!"

HOW THEY SPEND THE HOLIDAYS!



THANKSGIVING

NEW YEAR'S



THE FOLKS ARE BACK!

The greatest enjoyment you can have in a motion picture theatre is a visit with the happy Hardy Family. To share their joys and heartaches, to howl with Mickey, to sigh with Sister's youthful romances, to open your heart to the Judge and his kinfolk — these have brought the Hardys close to all Americans. It is a pleasure to announce that their new picture is more delightful than those which have gone before — a merry, hilarious, thrill-filled entertainment.

OUT WEST WITH THE HARDYS

with
LEWIS STONE · MICKEY ROONEY
CECILIA PARKER · FAY HOLDEN

Screen Play by Kay Van Ripper, Agnes Christine Johnston and William Ludwig
Directed by George B. Seitz
A Metro-Goldwyn-Mayer Picture

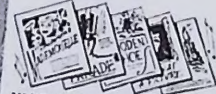


COMING! The most exciting
drama since "Stage Door"
LUISE RAINER
PAULETTE GODDARD
"DRAMATIC SCHOOL"



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THE SEASON'S GALA HIT!
Everybody's Raving! Everybody's Singing! Everybody's Cheering!

Jeanette MacDonald Nelson Eddy in VICTOR HERBERT'S SWEETHEARTS



VICTOR HERBERT Love-Songs!
Thrilling melodies by the composer of
"Naughty Marietta"! Hear your sing-
ing sweethearts blend their voices in
"Mademoiselle"
"On Parade"
"Wooden Shoes"
"Every Lover Must Meet His Fate"
"Summer Serenade"
"Patsy At A Picture"
"Sweethearts!"

A CAST OF FUNSTERS!



From left to right—garrulous Herman
Ding, hilarious Frank Morgan, nimble-
footed Ray Bolger and Mischa Auer,
that straight-faced, merry man... plus
lovely Florence Rice in the background
for extra romance!



HEAVEN MADE THIS MATCH!
Their greatest musical romance! Thrill-
ing as they were in "Rose Marie" and
"Maytime", you've never seen (or heard)
so pulse-quickening! Their love-story will
wing your heart! Their love-songs will
charm you as never before! They're
breath-taking in Technicolor!



BRAINS
AT THE
HELM!

Produced by Hunt Stromberg...Directed
by W. S. Van Dyke II. They're still tak-
ing bows for "Marie Antoinette"—and
who can forget their "Naughty Marietta"
and all their other great hits!

IT'S ENTIRELY IN BEAUTIFUL
TECHNICOLOR!



A feast for the eye! Dazzling spectacle
becomes even more superb by the
magic of Technicolor! Wait until you
see the colorful "tulip scene" and
other eye-filling spectacles!

A Metro-Goldwyn-Mayer Picture with
FRANK MORGAN
RAY BOLGER
FLORENCE RICE
MISCHA AUER
HERMAN BING
REGINALD GARDINER

Screen Play by
Dorothy Parker and Alan Campbell
Directed by W. S. VAN DYKE II
Produced by HUNT STROMBERG

Canadian Moving Picture DIGEST

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"Easy to Digest"

Vol. 30, No. 32

TORONTO 2, CANADA

November 26, 1938

HOWARD DIETZ ADVOCATES PRESS BUREAU



HOWARD DIETZ is an institution in the Industry of Motion Pictures; and is the man who is responsible for humanizing Leo, the the Lion. In fact, when sound came

into being, Howard Dietz made Leo, roar!

As Chairman of the Advertising Committee of Motion Pictures' Greatest Year, he has had a unique opportunity to study the Industry's reaction to a public relations contact, usually reserved for exhibitors and special exploitation men; and he has, also, had the opportunity of analyzing the public reaction to Motion Pictures' Greatest Year Campaign.

The sum total of his findings, we condense in his report to the Executive Chairman, George J. Schaefer, and which advocates "a permanent organization for the proper handling of the newspaper relations of this industry".

For several years, The Digest, has, through the establishment of The Digest International Press Film Service, mailed special feature articles to leading newspapers in Canada, the United States and Great Britain, as republished from The Digest. These articles have received favourable comment in the press, editorially, and by way of news stories. Our articles to the press were always selected with a view to creating Good-Will, for the Industry as a whole, and if they benefitted any one company, or supported any idea, or opposed any policy, the object of our own policy, was the greatest good to the greatest number.

It is our privilege it appears, to lead the way with constructive ideas; this may be due to the fact that The Digest is essentially a Showman's paper, with a love for Showmanship. This latter quality was the driving force of all Show People. Show people, being creative, are firstly humanists, and secondly, humorists. That is why Show People lead the way in giving their talents and their time to the service of Entertainment and to the service of Philanthropy and

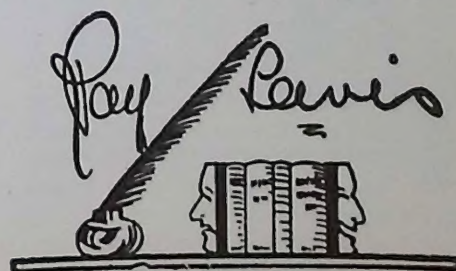
Charity, a trinity of virtues.

To be the clown in life, or the Jester, is not to have been cast to play the fool. The Jester has had a place at the King's Table, because the common sense of his nonsense gave the King and his Ministers ideas concerning the people, and the rule of the classes. If life was all work, all worry, and no one had time to get away from themselves, if there was not the escape of the theatre, and other amusements, we would eventually consume ourselves, going the way of Ratziland, which has lost its reason through the lack of a sense of humor, and the execution of the Humorist.

But to return to Howard Dietz' idea of the permanent press bureau; it is good providing the Industry uses its Trade papers for their contact. If left to representatives of our various trademarks, it will result in some wise guy landing a story for a particular star in the press, under the sponsorship of the press bureau, which is likely to do us as much good as the Movie Parade at Toronto, on which even the children who were brought up to be polite, shouted at us, "Fruitage to you".

We also note that Howard Dietz advocates in his No. 4 suggestion, "Research, house to house canvasses, polls, continuous exhibitor and patron interviews . . . a real effort to find out the subjects the public is interested in, what they think about motion pictures, why they go and why they don't go".

You will recall that in January of this year, we were on the Radio with a prize-giving questionnaire, "Why Do You Go To The Movies?" "Do You Like Double Bills Or Don't You?" We had hundreds of replies, many of them astonishingly good, a sufficient evidence that we cater not to morons, as has been said, but to people of intelligence and imagination.



RAY



RAY LEWIS

PRESENTS

If our Trade is not sufficiently interested in Canada, to sound out the reaction of our Provincial and Federal Governments to its Trade Policies and its Revenue, it may find that it will provide the inspiration for taxation of various kinds.

If the idea prevails in this Dominion, that one man or company is seeking the control of Motion Pictures here, and that that man has the reputation of being worth millions, while the company has the reputation in co-operation with the one man, for eliminating all freedom of film trade, even to the extermination of Independent exhibitors and distributors, do you believe toward such a monopolized Industry, any government would be sympathetic, or would refrain from levying taxes?

This Industry of ours has a reputation for wealth. We claim that no Industry has such a distribution of wealth, nor such a high standard of wages. But, in Canada, dozens of exhibitors are telling their fire chiefs, their mayors, counsellors, Members of Parliament, that the monopolists are squeezing them out of business.

IHAVE repeatedly advised this Industry, that whatever happens in Canada will be the result of the Greed policy which prevails here.

You cannot cover every field of direct and indirect film trade and operation without creating the idea that you are a monopoly, a tyrant, a dictator; and if such a designation was unpopular in the past, in relationship to public opinion, you realize how much more unpopular is the Dictatorship policy to-day, when a world consciousness and conscience is being quickened into a defence of Democracies and Democracy.

Let us put our cards on the table. No previous attempt to put the small exhibitor out of business in Canada, is equal to this latest atrocity, the exhibition of the 16mm. film in town halls, churches, etc., all around the town of the small exhibitor.

Famous Players at one time boasted that it had a theatre in every town of 10,000 people in Canada. Its policy was to keep out competition in such towns.

Now, through the inspiration of its president, it permits his private enterprise to enter towns of 2,000 or more inhabitants, exhibiting feature pictures of the 16mm. In fact, it appears to be so intent on annihilating the small exhibitor, that it fails to observe that it, in turn, is being annihilated.

IN Welland, Ont., Famous Players has a theatre, but the 16mm. is being exhibited in a hall, right on its doorstep. Other exhibitors claim that they are being surrounded by the 16mm., these pictures being exhibited within a radius of five miles from their theatre, and that hand-bills and posters are being distributed in their towns for the 16mm. exhibition.

Most of the halls where these 16mm. films are being exhibited, are fire-traps; many should be condemned for public gatherings.

It provokes the query, where is our Cinematographs Act, where is the Government's supervision?

Exhibitors, under the Act, are obliged to follow specific regulations, not only by way of prevention of fire, but of panic, the latter peril which has found heaped-up bodies of children, dead, and subsequent legislation which has cost the entire Industry millions of dollars through the restriction of attendance.

How do the 16mm. companies get away with what they are doing? How have they managed to put the Industry to sleep?

Are the major producer-distributors behind a policy directed to exterminate the Independents in Motion Pictures?

IHATE to be a Jeremiah, but I give you this warning; when the Independent is out of business in Canada, and wealth is in control, the Government of this Dominion will follow this precept, "From those who have much, we will take much".

Do you remember a deputation of exhibitors who called on Premier Howard Ferguson for the reduction of the Amusement Tax? Do you remember that the little exhibitors brought the Hon. Mr. Findlay to talk for them?

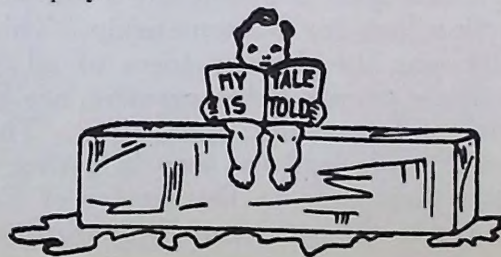
Do you remember, that when a representative of Famous Players Canadian attempted to talk, the Hon. Howard Ferguson turned to this Famous Players representative, and said, "O, I am very sorry about the poor Famous Players".

The tone and attitude of the then premier was sufficient to keep Famous Players quiet on the appeal for tax reduction.

Mr. N. L. Nathanson was present; his memory is long, even if his appreciation of services is short.

The Independents are the only individuals which any government is interested in helping, by way of relief from taxation.

Your Government has a respect for Capital, but it is sufficiently progressive to realize that what we need in Canada is a Ways and Means policy for creating business, and keeping people in business, not the extermination of business enterprise, to add to our toll of supporting Unemployed.



Digest Reviews and Previews

... Robert Donat does a splendid job, and Rosalind Russell turns in a convincing portrayal . . . indications point to a smashing hit."

"STABLEMATES" — Metro-Goldwyn-Mayer.

Starring Wallace Beery and Mickey Rooney. Directed by Sam Wood.

"To say that the story isn't pure sentimental hokum would be ridiculous, but it's the kind of sentimental hokum that the public eats up . . . Beery does his best work in some time."

★ ★ +

"STRAIGHT, PLACE AND SHOW"—20th Century-Fox.

Starring the Ritz Brothers. Directed by David Butler.

"Written by Damon Runyon, who knows his ponies from Man-of-War to Seabiscuit, the story is a burlesque from start to finish, and furnishes the Ritz Brothers with their best material to date . . . a first class comedy that will have your patrons holding their sides."

★ ★

"HARD TO GET" — Warner Brothers.

Starring Dick Powell and Olivia de Havilland. Directed by Ray Enright.

"Dick Powell in a smart comedy-romance, singing only ONE song during the whole length of the film, and then without benefit of any Busby Berkley routines . . . will please the family trade just about 100%."

"RICH MAN, POOR GIRL" — Metro-Goldwyn-Mayer.

Starring Robert Young, with Lew Ayres and Ruth Hussey. Directed by Reinhold Schunzel.

"This is another of Metro's family pictures, that will appeal equally to Ma, Pa and the youngsters . . . not quite in the 'Judge Hardy' class, but still good entertainment."

"TORCHY GETS HER MAN"—Warner Brothers.

Starring Glenda Farrell and Barton MacLane. Directed by William Beaudine.

"The best of the series, chiefly due to the story . . . a perfect No. 2 on any double-bill."

★ +

"TARNISHED ANGEL" — RKO Radio.

Starring Sally Eilers. Directed by Leslie Goodwins.

"An excellent little programme picture, that will fit in well on any double-bill. Well produced and acted."

●

"MR. WONG, DETECTIVE" — Monogram.

Starring Boris Karloff. Directed by William Nigh.

"Production value, nil; direction, Z-minus; acting, even worse, and the screenplay a joke . . . even as the lower bracket on a double-bill, you won't find much to cheer about in this picture. Pass it up."

PERSONAL MUSINGS

WHEN Lady Tweedsmuir, wife of Canada's Governor-General, telephoned Loew's Theatre, Toronto, to ascertain the time that the feature picture, "The Citadel" was being shown, and then expressed disappointment that the theatre schedule did not fit in with her own crowded program, the M-G-M wheels of action started turning. The result was that Stanley Gosnell of Loew's Theatre, secured another print of the film, and a special showing was arranged for Lady Tweedsmuir and a group of her friends, at an hour which fitted in with their previous engagements. This was a gallant gesture on the part of the Loew's management and of the M-G-M Toronto office, and a very high compliment to the picture, which is now in its second week at Loew's. It may be recalled that Robert Donat, star of "The Citadel", starred in the film version of "Thirty-Nine Steps", from the story by John Buchan (Lord Tweedsmuir).

Congratulations to Eugene Leblanc, manager of the recently opened Cartier Theatre, Timmins, Ont., on his appointment. Mr. Leblanc, who has been in the business for nearly thirty years, originally came from Ottawa. He started in the industry as an usher, working his way up the ladder until he reached the top. At one time, he managed a theatre in Cochrane, Ont.

"Say L."

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Stop ! Look ! Listen !

According to latest advices, the reforms in the trade practices of the Motion Picture Industry in the United States will be considerable, as a result of the present negotiations being carried on between independent exhibitor organizations and producer-distributors; according to reports, block-booking will be eased up considerably and several other exhibitor complaints will be dealt with satisfactorily; in the meantime, the Film Section of the Toronto Board of Trade awaits a report from its special committee in regard to the modified clearance demands of the ITA of Ontario; if the ITA do not receive satisfaction this time, it is believed that they will seek aid from the government . . . Charles Chaplin will make one picture for United Artists release next season, and Douglas Fairbanks, Sr., will make two or three features . . . Herbert Wilcox predicts domestic (English) gross of \$1,500,000 for "Sixty Glorious Years", compared to \$1,000,000 for "Victoria the Great" . . . ITA of Ontario demand MPDA of Canada abolish score charge on films, claiming that score charge is a duplication of annual license fee paid to the Canadian Performing Right Society, and that all royalties are paid composers by the film producers, and should be counted in with production costs; at the same time, the Canadian Association of Broadcasters and the CBC are protesting strongly to the Copyright Appeal Board against the proposed schedule of the Canadian Performing Right Society for royalty fees to be collected from radio stations next year . . . Grand National takes over Fine Arts Films, including all assets and commitments, the latter which chiefly consisted of productions for G-N release; in addition G-N plans to produce eight quota films in England, and to set up its own distributing organization there, with Jeffery Bernerd, formerly of G-B, and Edward R. Russell of the old Educational Company, in charge . . . report Canadian Federal Government contemplating "entertainment tax", assessing distributors against the exhibition value of motion pictures based on film rentals, both percentage and flat rate.

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of your
THEATRE
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TORONTO MONTREAL

"You Can't Take It With You", Healthy \$14,000, Orpheum, San Francisco

Special Digest Offer

IT HAS BEEN the custom of the Canadian Moving Picture Digest since 1915, to publish a Holiday Number at Christmas time, in which the Industry, during this festive season, takes on a holiday mood, forgetting its troubles, its animosities, expressing its Good Will each to the other, imbued by the hope that the new year to come, will bring Peace, Goodwill and Prosperity to all. Will you join us on this festive occasion, being one with us in expressing Good Will in this Holiday Number of the Canadian Moving Picture Digest?



Do not overlook our Special Offer of a Subscription to the Canadian Moving Picture Digest for \$2.00 a year, which includes greetings from you personally, on our Xmas Greeting pages. No charge for this greeting, to our paid subscribers.

I accept your Special Offer — One Year's Subscription — Canadian Moving Picture Digest, for 52 weekly copies, including special issues, from December 24th, 1938 to 1939; which includes my personal greeting card in the Holiday Number of The Digest.

Exhibitor
Theatre
City or Town.....
Province

Legally Yours

By M. S. MILLSTONE

QUESTION

H. S., Toronto, Ont.—*An exhibitor contracts for a group of pictures, and he doesn't get the names of, nor the dates on which, these pictures are to be booked at his theatre. Is this a legal contract?*

ANSWER

If the contract is so worded as to give the distributor the right to select the picture and the date, the contract would be legal and enforceable. If, however, the contract is so worded as to make it indefinite and uncertain and difficult for the Court to ascertain what the contract really is, it would be probably unenforceable.

QUESTION

B. W., Montreal, Que.—*I understand that the Canadian Performing Right Society, is going to ask for a license fee from private radio owners. What chance has this company of collecting such a fee under the provisions of the Copyright Law?*

ANSWER

The Canadian Copyright Act provides that in respect of public performances by means of any radio receiving set, or gramophone in any place other than a theatre, which is ordinarily and regularly used for entertainment, to which an admission charge is made, no fees, charges or royalties shall be collectable from the owner or user of the radio receiving set or gramophone, and the Copyright Appeal Board shall so far as possible provide for the collection in advance from radio broadcasting stations or gramophone manufacturers as the case may be, of fees, charges and royalties, and shall fix the amount of same. It would appear from the above that the Canadian Performing Right Society would have no right to collect fees from owners or private users of radios.

QUESTION

R. A., Toronto, Ont. — *Does a 16mm. film come within the provisions of the Theatres and Cinematographs Act?*

ANSWER

The regulations under the Theatres and Cinematographs Act do not apply to special miniature motion picture projectors, or other similar apparatus, owned and used by schools or churches for secular or religious education and instruction, or used in private homes, provided that such projectors and apparatus are designed so as not to be adaptable to make use of 35mm. film used in standard machines, and film used is slow-burning, non-inflammable film of less width and different perforations than standard film. There

is another provision, which provides for the payment of \$50. per year for a 16mm. exchange licence. It also provides that every company, association, or dealer in 16mm. or miniature motion picture projectors and supplies and equipment shall furnish the inspector with a monthly report in writing of the names and addresses to whom 16mm. machines and films have been rented, leased, sold, or supplied together with the addresses at which it is intended to use these machines and films. The licence fee payable for 16mm. machine picture shows, travelling or otherwise, is \$10. per year. No person may operate a 16mm. motion picture projector in any hall, building or place of amusement until he has secured a licence from the Treasurer of Ontario. It would appear that unless the 16mm. films are being used by schools and churches or in private homes as aforesaid, they are not excepted from the general application of the Theatres and Cinematographs Act and the regulations thereunder.

QUESTION

S. R., Winnipeg, Man. — *Has a Town Hall, erected by public funds, any authority to rent this hall for the exhibition of motion pictures, thereby entering into a business operation in competition with private tax payers of the municipality?*

ANSWER

A municipality derives its authority from the Provincial Legislature, and has no right to do anything which it is not authorized to do by the Legislature. The municipality would have no right to rent its hall for the exhibition of motion pictures or for any other purpose unless it were specifically empowered so to do by legislation. The municipality would have no right to go into business either directly or indirectly in competition with the tax payer without specific provincial legislation in that respect.

TAKE THEATRE SAFE

Saskatoon, Sask.—Burglars entered the Roxy Theatre, operated by Nate Rothstein, recently, and got away with a small safe, containing \$350.

THEATRE FOR SALE

Small town theatre, going concern, running six days a week, must be sold at once. Terms: Cash. Will stand investigation. For particulars write DIGEST — BOX 40.

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SUBSCRIBE NOW! \$2.00 PER YEAR

Fairweather in the Maritimes

By ALICE T. FAIRWEATHER

THE Motion Picture Exhibitors, in the Maritime and Newfoundland territory, boast among their fraternity, several veterans who, despite the many vicissitudes of the business, keep their cheerful disposition. Such a Showman is J. P. Kiely of the Nickle and Crescent Theatres, St. John's, Newfoundland who, on a recent visit to that city, celebrated the thirtieth anniversary of his entrance to the theatrical world. Mr. Kiely, who resides at Montreal, is superintending the building of a new theatre at St. John's, of which the foundation is already laid. The theatre site is near the Nickle theatre and will be a cement building with all the newest improvements in structure and equipment.

MIDDLETON, N.S.

MR. ELDON WYNN, formerly manager for the F. G. Spencer Company Limited at Campbellton and Charlottetown, has been appointed manager of the Capitol Theatre at Middleton, N.S., succeeding Mr. Ronald Rockwell.

SAINT JOHN, N.B.

AMONG the Exhibitors in town recently were, Carl Nelson of Parrsboro, N.S.; Mr. and Mrs. J. A. Williams of Chipman, N.B., who were returning from their trip to the United States; Harry Adkins, on business regarding the opening of his new theatre at Richibucto, N.B.; Colin Danson of the Strand Theatre, Sussex, N.B.; and Mr. T. J. O'Rourke of the Gaiety Theatre, Minto, N.B. Mr. O'Rourke is keenly interested in the Boy Scout Movement and the principal object of his trip to Saint John was to attend a meeting of the Scout Provincial Council at which he represented the Minto Boy Scout Association. Jack Butler of the Imperial Theatre, Moncton also paid a visit to the Saint John Exchanges recently.

THEATRE WANTED

Have clients interested in purchasing theatres in Toronto or vicinity. Good cash payment available. Apply
DIGEST — BOX 41

AMHERST, N.S.

FRIENDS will regret to learn of the serious illness of Mrs. M. B. Audas, manager of the Capitol Theatre at Amherst, N.S. Mrs. Audas is a sister of Mr. A. A. Fielding, General Manager of the F. G. Spencer Company Limited. The Digest, and her many friends sincerely hope for a complete and speedy recovery. Mr. and Mrs. Fielding recently visited Amherst, called there by Mrs. Audas' condition.

ST. GEORGE, N.B.

IMPROVEMENTS are being made to the Capitol Theatre, St. George, which is having its front newly decorated and the upper windows fitted with venetian blinds. A new electric sign now blazes before the entrance. Messrs. Sprague manage the theatre.

BLACK'S HARBOUR, N.B.

FISH may not seem to have much to do with the theatre business but the lack of sardines make a great deal of difference to the attendance at the Capitol Theatre, Black's Harbour, where is situated the largest sardine canning factory in the world. After one of the busiest summers ever known in this vicinity, the fish have quite suddenly ceased "running" and consequently the attendance at the motion picture theatre has dropped.

DALHOUSIE, N.B.

PLANS are being made for the annual Boy Scout Matinee which will be held early in December at the Opera House, operated by F. G. Spencer Ltd. This is only one of the ways in which the Opera House management assists in community efforts.

THEATRE CONSTRUCTION AND RENOVATION

VANCOUVER, B.C.

Celebrating his silver anniversary in the motion picture business, R. J. "Jake" Dawson, veteran Vancouver theatre man, opened the doors of the new Paradise Theatre, sister playhouse of the Plaza. On the site of the old Globe Theatre, on Granville between Robson and Smythe Streets, the Paradise has been built at an approximate cost of \$25,000. The house seats 950 persons, in the latest "floating comfort" seats. The Paradise is the first theatre in Canada to introduce the new one-piece, seamless screen, and the very latest in sound equipment has been installed. The theatre sign, above the marquee, is fifty feet high. Earl Hayter, who has been in the motion picture business in Vancouver since 1919, and Fred Poulter are assisting Mr. Dawson in the operation of the Plaza and the Paradise.

REGINA, SASK.

Rebuilding of the Rex Theatre, on the site of the one burned down last summer, has started, with the contract for the work being let to Bird Construction Co. Cost of rebuilding, and of re-equipping the house is estimated at between \$40,000 and \$45,000. Messrs. M. Bloom and H. Bercovich are the owners of the theatre.

WELLAND, ONT.

Work will begin after Christmas on a new Welland Theatre, to be located on East Main Street, almost directly across from the Capitol. Famous Players Canadian Corporation will operate the new theatre, which will cost in the neighborhood of \$50,000. H. G. Duerr, Toronto, is the architect.

FOREST FIRES DESTROY SCREEN CELEBRITIES' HOMES

Los Angeles; Calif.—It took an army of more than 2,000 men to conquer the disastrous forest fires which swept the Topanga, Santa Ynez and Los Flores canyons of the Santa Monica range, and the San Bernardino Mountains. Property damage exceeded \$2,000,000, including the homes of film-actress Madeleine Carroll, directors Sam Wood and Frank Lloyd, and the luxurious Arrowhead Springs Hotel, recently purchased by Joseph M. Schenck of 20th Century-Fox Films. No deaths were reported directly attributed to the blaze, but Mrs. Louis Silvers, wife of 20th Century-Fox's musical director, was found dead in her home, apparently from an overdose of sleeping powder, which she took due to a nervous condition brought about by the menacing nearness of the flames.

Theatre Equipment

and
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Projectors and Parts.
Motor Generators.
Sound Screens.
Lenses, Carbons, etc.

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EVERYTHING FOR THE THEATRE FROM SHEET TO STREET

"Brother Rat" Tops Oklahoma City Grosses, At \$5,500, Midwest Theatre

W. T. Straith, M.P.
Pushes
B.C. Quota
Manitoba
Exhibitors
Elect Officers



Amateur Contest,
Personal Letters,
"Miss Mytown
Popularity Contest",
Build B.O.
Small Town

By MERRYL LEA

THE subject of a Movie Quota Law for British Columbia has been proposed by W. T. Straith, M.P.P. Mr. Straith met theatre men in Vancouver, and discussed his scheme with them. His suggestion was a sliding scale quota that would start at 4% and increase as local pictures were available. The passage of such a quota bill would mean that theatres in British Columbia would have to show one Canadian-produced picture in every twenty-five they booked. This would require, according to Mr. Straith, the production of twelve pictures a year in Canada, sufficient to keep two studios going.

Mr. Straith stated that passage of the law was necessary to save Victoria's film industry from ruin, and it would also encourage the establishment of other studios. Motion picture distributors in British Columbia, according to Mr. Straith, do not appear to have any serious objection to a B.C. Movie Quota.

THE Manitoba Exhibitors' Association at their annual meeting at Winnipeg, elected Mr. Frank Kershaw, Winnipeg district manager for Famous Players, as President. Mr. H. Jernberg was elected Vice-President; R. Hurwitz, Secretary; Executive, N. Rothstein, D. Gauld, J. Freed and H. Morton.

The Manitoba Exhibitors' Association is one of the most active exhibitor organizations. They plan a campaign to secure a 100 per cent membership of provincial exhibitors.

THE McCarthy Theatre, Belleville, Ontario, ran a Children's Matinee, for the benefit of the local Fire Department Xmas Fund. About 1,000 children attended, and saw "Robinson Crusoe", "Mickey Mouse", and "The Babes in the Woods" and other pictures of particular appeal to children. Mr. McCarthy donated the use of his

theatre gratis; Mr. Haskell Masters and Mr. Sam Glazer, U-A, received the local press praises for their gift of the pictures, free for this performance. A silver collection netted \$48. Mr. Vincent Freeman is the manager of the "McCarthy".

THE official publication of the Social Service Council, contains an article by Laura Elston, who was formerly with Warner Bros. and who did special publicity on "Victoria The Great", which advocates the Federal censorship of motion pictures in Canada. "The Victoria Times" in an editorial comment states that she quotes the Chairman of the Ontario Board of Censors as saying that Canada should have but two Boards, one for pictures to be distributed in Quebec and one for the other provinces.

NEW theatres which have opened recently include the Bay Theatre at Vancouver, which was officially opened by Mayor George Miller. Situated at the corner of Barclay and Denman Streets the combination theatre and business block, is valued at \$90,000. The theatre owned by Bay Theatre Limited, has a seating capacity of 760. The building is air-conditioned, and features black, white and rose colored walls and red and blue lighting.

The Capitol Theatre, built by the National Cafe Holding Company, leased to Famous Players, was opened at Vernon, British Columbia. At the formal opening, Hon. Grote Stirling, M.P., spoke, also Mayor Harry Bowman, and Frank Gow, B.C. representative for Famous Players. The theatre seats 800, and features the latest type of equipment and decorative scheme. Mr. Walter Bennett is the manager.

The United Amusement Company opened its 26th theatre in the Province of Quebec, The York, situated at the corner of St. Catharines and Guy Streets. The new theatre is managed by Mr. Gordon Dahn.

SOME time ago, we commented in this column, on the "Snow White" "co-op" issue which Mr. Sam Karby of Watrous, Saskatchewan, had the local paper run, in conjunction with his booking on "Snow White and The Seven Dwarfs". We received a letter from Mr. Karby from which we quote:

"Unfortunately when we played 'Snow White', we got the severest blizzard in years, and which blocked roads completely. This is one of the disadvantages of putting on campaigns in small towns in the Northwest — one has too much to contend with from weather."

However, it takes more than a blizzard to turn Mr. Karby "cold" on Showmanship tactics. He built up his patronage for "Marie Antoinette", by writing personal letters to a certain number of the "so called" intellectuals and the personal touch had concrete results at the Box-office. On November 25th he is running an Amateur Contest and at present he is making plans for a "Miss Watrous" Popularity Contest which will run for a period of six weeks on a balloting basis, each contestant being sponsored by a local Fraternal Organization.

We quote again from Sam Karby's letter, "I might say one of the finest pictures I have played here in a long time was Vitagraph's 'Four Daughters'. Although business was not any better than on most programs, comments on it were excellent and believe me, it is a pleasure to watch people come out with beaming faces and not regretting the admission money they paid before entering".

It's a genuine pleasure to hear from enterprising Showmen. Write The Digest — tell us about the exploitation tie-ups you arrange; the benefit performances you run; what you think of the pictures you are playing, in fact tell us about Show Business in Your Town!

M-G-M Negotiating with Warners for Purchase of Screen Rights to Sigmund Romberg's "The Desert Song", as Co-Starring Vehicle for Jeanette MacDonald and Nelson Eddy

Washington Film Digest

By MILTON F. LUNCH

UNITED STATES SIGNS NEW TRADE AGREEMENTS WITH GREAT BRITAIN AND CANADA

Washington, D.C., Nov. 24—(CTP)

OF utmost importance to the Canadian Film Industry, as well as to the Industry in all parts of the world, was the historic occasion here, when the representatives of three nations, Great Britain, Canada and the United States met in a room at the White House and with several strokes of the pen signed two of the most important trade documents in all history.

The occasion was the signing of two separate agreements between the United States and Great Britain, and the United States and Canada. Films and film apparatus were mentioned in both agreements, but the most important item of possible change in the actual film trade between the U.S. and England was not mentioned.

Unexposed films and film equipment were granted trade concessions in British colonies, but on films exported to the United Kingdom, the situation was summed up by a Senate Department spokesman, who said, "we could not get the concession". It is felt here, that the reason for the absence of the important item was the British Film Import Quota, protecting English producers.

Many equipment items were bound at present tariff prices, and in some cases, on a percentage basis, the same relative advantages and disadvantages were kept. The treaty guarantees that these tariffs will not change during the life of the treaty, which runs for three years, with provisions for indefinite continuation.

Bindings of margins of preference in the Film Industry cover trade valued at \$399,000 in 1936. Ten of these bindings guarantee continued equality of treatment with British products.

Film products bound into the treaty include celluloid with cellulose nitrate film base, not sensitized, as well as celluloid scrap and waste. The film base and waste have been bound at 10% ad valorem, imports into United Kingdom on product running around two million dollars per year.

Photographic appliances and accessories, excluding film, have been bound at 11% margin of British preference. The present duty is 22%, with the value of imports from the U.S. to Britain running close to one and three-quarter million dollars per annum.

Photographic instruments and appli-

ances were reduced from 33 1/3% general rate of duty, to a margin of British preference of 16 2/3%. The value of imports to British Isles from U.S. runs close to six million dollars annually on these items.

Meanwhile the U.S. granted a 33% concession on photographic lenses imported separate from allied equipment, in dropping tariff from 45% to 30% ad valorem. In 1937 \$108,000 worth of such lenses were imported into this country.

The U.S. also granted concessions on unsensitized plain basic paper, to be sensitized for use in photography. Five percent is bound in the treaty with \$136,000 from the United Kingdom coming into the U.S. in 1937.

CANADIAN AGREEMENT LOWERS FILM TARIFF

THE Canadian renewal agreement was coincidentally signed by Premier MacKenzie King, which grants to American films entering Canada a still lower tariff — 20% ad valorem. In December, 1935, the duty was 30%; stands at 25% today and will reach the new low figure on January 1, 1939, when both treaties become effective.

Photographic paper was granted the same decrease in tariff, while \$829,000 worth of such film and photo paper went into Canada during 1937 from the United States.

Specified motion picture projection equipment, and parts entering Canada from the United States meanwhile retained their 15% ad valorem duty which had been granted under the old treaty with Canada. Exports from U.S. in 1937 amounted to approximately \$317,000.

Cameras entering Canada, from a previous duty of 30% dropped to a new low of 17 1/2% ad valorem, while professional motion picture cameras and parts have also dropped from 30% to 10%, which is also a new low level

for such items. Import values on the items were respectively \$486,00 and \$6,000 in 1937.

Canada also conceded 3/4c per linear foot on moving picture film, positives, one and one eighth inch and over, from former 3c to a drop of 2 1/4c. Such imports from the U.S. amounted to \$276,000 in 1935 and \$254,000 in 1937.

The United States, while granting concessions to Canadian industry in over two hundred items, made no changes in their duty concessions to Canadian films, equipment, or other film material, beyond that which the 1936 agreement recognized as being allied with, or a part of some other industry item.

BRITISH COLONIES' CONCESSIONS

CONCESSIONS on photographic material were most noticeable in the Bahamas and the Barbados. In the latter colony, duty of photographic materials, appliances and accessories took a drop from 25% to 11%. In 1936 over \$13,000 of such equipment entered the Barbados from U.S. manufacturers.

In Bermuda equipment dropped from 12 1/2% to 2 1/2% ad valorem, for cheaper sale in the expensive shops of Hamilton chiefly. The drop was bound in the treaty at the lower figure.

British Honduras bound rate on films will remain pegged at 15c per 100 feet, which British Guinea rates will be dropped from 33% to 16%.

Fiji Islands duties on films are pegged at 3d per 100 feet, with approximate annual American sale of \$50,000 to the entire group of small islands.

Duties on films to the Gold Coast Colony and Protectorate have been dropped entirely from 1s per 100 foot to free entry and bound into the treaty. Exports are around \$2,500 annually.

Jamaica film duty dropped from 20% to 5% or one-quarter of former duty and was bound into the treaty. American film sales are around \$1,750 per year there. Photographic apparatus and chemicals for photographic use dropped same amount from 20% to 5% and were bound. American sales per annum are approximately \$12,200.

Cinematograph apparatus and films retained free Malayan entry with American per annum sales approximately \$114,000. Johore in Malayan province also retained free entry though such sales are always made through Federated Malayan States.

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Experienced salesman with contacts in Ontario, desires position with film exchange. Young man of good appearance and education. Apply
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Samuel Goldwyn's "Cowboy and the Lady", Big \$7,500 Broadway Theatre, Portland

Shooting the Stars

LEW AYRES, whose comeback has been the talk of Hollywood for several months, actually reaches the top rungs once more, with the role of leading man opposite JEANETTE MACDONALD in METRO - GOLDWYN - MAYER'S "BROADWAY SERENADE", soon to go into production . . . IDA LUPINO was engaged this week by COLUMBIA for the feminine lead in "THE LONE WOLF'S DAUGHTER", starring WARREN WILLIAM; PETER GODFREY, noted stage director, will direct . . . EDWARD SMALL announced this week that he has signed ROGER DANIEL to play the leading juvenile role in "KING OF THE TURF", opposite ADOLPHE MENJOU; Daniel replaces Frankie Thomas who was forced to withdraw due to previous commitments; picture will be released by UNITED ARTISTS . . . PEGGY RYAN has been named by RKO RADIO to play the part of DOUGLAS CORRIGAN'S younger sister in "THE FLYING IRISHMAN", screen story of the famous "wrong-way" flyer's life, and starring himself . . . TEX FLETCHER, the "Lonely Cowboy" of radio fame, whose western songs and left handed guitar have made him one of the biggest fan mail pullers on Station WOR, has been signed by GRAND NATIONAL to star in its "TROUBADOUR OF THE PLAINS" westerns . . . WILLIAM DIETERLE, ace

film director, has signed a new long term contract with WARNER BROS.; the new agreement becomes effective Saturday, and under it Dieterle will continue his direction of "JUAREZ", co-starring



Anna Neagle and Anton Walbrook as Queen Victoria and Prince Albert, in the RKO Radio release of Herbert Wilcox's "Sixty Glorious Years".

PAUL MUNI and BETTE DAVIS, which went into production early this week . . . MILIZA KORJUS, Continental singing star, who makes her debut in "THE GREAT WALTZ", was placed under a new long-term contract this week by METRO-GOLDWYN-MAYER, the studio that brought her from Europe . . . BERTON CHURCHILL, veteran actor, has joined the cast of WALTER WANGER'S "STAGE COACH", starring CLAIRE TREVOR and JOHN WAYNE, which JOHN FORD is directing for U.A. release . . . GEORGE SANDERS has been selected by RKO RADIO to replace LOUIS HAYWARD as the dapper "SAINT" in the second of the LESLIE CHARTERIS novels to be filmed by that company; Hayward is unable to continue the role due to loan-outs to other studios . . . JEAN HERSHOLT has been given a prominent role by 20TH CENTURY-FOX in "MR. MOTO IN PORTO RICO", the new "Mr. Moto" film, starring PETER LORRE . . . HUMPHREY BOGART has drawn the top male role in "BATTLE OF CITY HALL", WARNER BROS. picture in which the "DEAD END" kids will be featured . . . "NORTH OF SHANGHAI" will be the permanent release title of the COLUMBIA picture starring JAMES CRAIG and BETTY FURNESS, which went into production under the title, "LIFE IS CHEAP".

Trans - Canada Showings

TORONTO

EGLINTON

2nd week. "South Riding" (London Films), starring Ralph Richardson and Edna Best, and "Blockheads" (M-G-M), starring Laurel and Hardy.

IMPERIAL

2nd week. "Suez" (20th Century-Fox), starring Tyrone Power, Loretta Young, and Annabella.

LOEW'S

"The Citadel" (M-G-M), starring Robert Donat and Rosalind Russell.

SHEA'S

"Five of a Kind" (20th Century-Fox), starring Jean Hersholt and the Dionne Quintuplets, and "We're Going to be Rich" (20th Century-Fox), starring Gracie Fields and Victor McLaglen.

UPTOWN

"If I Were King" (Paramount), starring Ronald Colman.

MONTREAL

CAPITOL

2nd week. "Boys Town" (M-G-M), starring Spencer Tracy and Mickey Rooney.

LOEW'S

"Listen, Darling" (M-G-M), starring Freddie Bartholomew and Judy Garland. Also stage show.

ORPHEUM

2nd week. "The Young in Heart" (Selznick-U.A.), starring Janet Gaynor, Douglas Fairbanks, Jr., and Paulette Goddard, and "Touchdown Army" (Paramount), with John Howard.

PALACE

"If I Were King" (Paramount), starring Ronald Colman.

PRINCESS

"Dracula" (Universal), starring Bela Lugosi, and "Frankenstein" (Universal), starring Boris Karloff.

SAINT JOHN

CAPITOL

"Racket Busters" (Warners), starring Humphrey Bogart and George Brent.

EMPIRE

"You Can't Have Everything" (20th Century-Fox), starring Alice Faye, Don Ameche and the Ritz Brothers, and "The Invisible Menace" (Warners), starring Boris Karloff.

MAYFAIR

"My Lucky Star" (20th Century-Fox), starring Sonja Henie and Richard Greene, and "Action for Slander" (London Films), starring Clive Brook.

PRINCESS

"Silent Barrier" (G-B), starring Richard Arlen, and "History is Made at Night" (Wanger - U.A.), starring Charles Boyer and Jean Arthur.

STRAND

"Music for Madame" (RKO Radio), starring Nino Martini, and "The Lady Escapes" (20th Century-Fox), with Gloria Stuart and Michael Whalen.

WINNIPEG

CAPITOL

"Suez" (20th Century-Fox), starring Tyrone Power, Loretta Young and Annabella.

GARRICK

"I Am The Law" (Columbia), starring Edward G. Robinson.

METROPOLITAN

"Listen, Darling" (M-G-M), starring Freddie Bartholomew and Judy Garland, and "The Mad Miss Manton" (RKO Radio), starring Barbara Stanwyck and Henry Fonda.

OSBORNE

"Mayerling" (G-N release), starring Charles Boyer and Danielle Darrieux, and "Love Takes Flight" (G-N), starring Bruce Cabot.

RIO

"Mr. Wong, Detective" (Monogram), starring Boris Karloff, and "Renegade Ranger" (RKO Radio), starring George O'Brien.

CALGARY

CAPITOL

"Suez" (20th Century-Fox), starring Tyrone Power, Loretta Young, and Annabella.

GRAND

"Little Miss Roughneck" (Columbia), starring Edith Fellows and Leo Carrillo. Also stage show.

PALACE

"Dracula" (Universal), starring Bela Lugosi, and "Frankenstein" (Universal), starring Boris Karloff.

STRAND

"Love Finds Andy Hardy" (M-G-M), starring Lewis Stone, Mickey Rooney, and Judy Garland, and "Lawless Valley" (RKO Radio), starring George O'Brien.

VARIETY

"Walking Down Broadway" (20th Century-Fox), starring Claire Trevor, and "The Invisible Menace" (Warners), starring Boris Karloff.

VANCOUVER

CAPITOL

"Too Hot To Handle" (M-G-M), starring Clark Gable and Myrna Loy.

DOMINION

"Four Daughters" (Warners), starring Priscilla, Rosemary and Lola Lane, Gale Page, Jeffrey Lynn, John Garfield and Claude Rains, and "Fugitives for A Night" (RKO Radio), with Frank Albertson.

ORPHEUM

"Brother Rat" (Warners), starring Priscilla Lane and Wayne Morris, and "Torchy Gets Her Man" (Warners), starring Glenda Farrell and Barton MacLane.